

# Public Participation Upgrades

AIR QUALITY DIVISION





We were doing a good job, but...

WE KNEW WE COULD DO BETTER!



#### First we brainstormed...

#### That can DEQ do better? What can DEQ do better? Public Participation - Plain language notice -Streamline resources Making it easier to find infor - Use trusted local networks - Place for a common nussage - Communication strategy I dentifying target audience - Set aistmbution lists Community outreach -Co Roles and Responsibilities -Survey at hearing - Effectively Communicate boundaries of DEG-MOD authority - More "plain language" document - Facilitate or share "Dest practice. Offer options for other concerns-not permit/typic related - Share in to about what we do -Target younger audience - Earler coordination Mat does DED do well? Communication - timely regarding complaints - Partnerships with other groups for providing information - Providing companies into to help be a partner in a community Technical aspects - Modern technology delivery Response to Comment - Encourage Community involvement by company -Participate in community events -Posting things on website-docs. - Update documents on the w -Get information out earlier - Putting a face of organization -Jwag - Tie in Something relatable -Message layering - Go to community for hearing Tools and resources and make available -Responsive - Local gov. early notification - Increased presince in all areas of the State - Watersked groups - use to share info ovannieatims to share into



# Then we made some changes...

- Use local networks
- Communications Plan for every hearing
- Implemented survey
- Working on communicating AQD's authority
- Bring in other Divisions if other concerns
- Increased community outreach
- Started short presentation on AQD
- Using govdelivery more effectively
- Plain language documents
- Saying thank you formally!



## Internally...

#### Communications Plan for each that includes:

- Staff Assignments
- Documents (posted prior or supplied at)
- Getting the word out
- Presentation
- Meeting set-up
- Survey
- Post meeting communication



## Public Comment Page

#### Updated:

- NSR Public Notice Documents
  - Added "Public Hearings What you should know"
  - Added "quick links"



# Public Meeting: Arbor Hills

- Created a website
  - www.michigan.gov/deqarborhills
- Created a list serve
  - May Aug 2018 Summary of Actions
- Multi-media Public Meetings
  - Simplified documents
  - Staff known to the community
  - Knowing who can speak to which topic



## Community Involvement: Dearborn

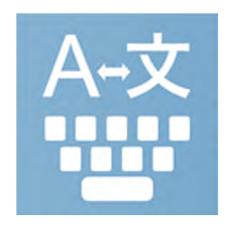
- Personal invitations sent home with school students
- Email invitation to interested parties
- Govdelivery notices
- Facebook invitation from local Representative
- Dearborn Community Information



#### We know there is more to do...

- Revised Technical Fact Sheet
- Translation
- Live streaming









#### Questions and Comments:

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